BNPL - Study 3 (#147108)

Created: 10/14/2023 12:41 PM (PT)
Public: 08/01/2024 03:58 AM (PT)

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1) Have any data been collected for this study already?
No, no data have been collected for this study yet.

2) What's the main question being asked or hypothesis being tested in this study?
Instalment payment reduces perceived financial constraints compared to upfront and delayed lump sum payments.

3) Describe the key dependent variable(s) specifying how they will be measured.
Perceived financial constraints will be measured with the following:
To what extent do does this payment method: (1 = not at all, 9 = very much)
1. make you feel less financially constrained
2. allow you to spend as much as you like
3. improve your financial situation over others.
4. help with your financial situation

4) How many and which conditions will participants be assigned to?
Three conditions (payment method: lump sum payment-upfront, lump sum payment-deferred, instalment payment).
Participants will be randomly assigned into one of three conditions.

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
One-way ANOVA will be used to examine the effect of payment method on perceived financial constraints.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.
Participants that failed the attention check will be removed from the data set.
Participants that failed to complete the entire study will also be excluded.

7) How many observations will be collected or what will determine sample size? No need to justify decision, but be precise about exactly how the number will be determined.
600

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)
We will also measure the following alternative variables for exploratory purposes
Feelings of being misled (1 = strongly disagree, 9 = strongly agree)
- The presentation of the price is unclear.
- I cannot understand the price at a glance.
- The price information is quite complex.
- My friends would judge the price as an unfair price.
- This seller has the intention of misleading customers.

Perceived Benefits (1= strongly disagree, 9 = strongly agree)
- I would get a lot of pleasure from this purchase.
- I would miss out on many benefits if I did not have this purchase.
- I would benefit a lot from having this purchase.
- This purchase would not be very beneficial for me (reverse-scored).

Price Attractiveness (1 = strongly disagree, 9 = strongly agree)
• In general, this product is well-priced
• The product price is attractive
• Compared with similar products' prices, this price is a good deal